

LHSC and ResIM team up to create online virtual experience for cancer patients

Patients will be able to navigate cancer treatment experience prior to arrival at LRCP

LONDON, ON (November 24, 2009) -- The London Health Sciences Centre (LHSC), one of Canada's largest acute-care teaching hospitals, has selected London-based Resolution Interactive Media (ResIM) to design and build an online virtual experience for the London Regional Cancer Program (LRCP).

Patients and family members who come to the LRCP for the first time are challenged not only by the fear and anxiety associated with a cancer diagnosis but also with the unknowns related to visiting a cancer centre. Virtual orientation will make it possible for patients and their families to access and navigate the treatment experience from the comfort of their home at any time prior to their arrival.

"The virtual experience will combine high definition video and way-finding interactive media on a web framework that extends the initial investment of our client," notes Jonathan Kochis, Partner at ResIM. He adds, "Our modular approach to large interactive projects such as this allows us to provide a positive user experience to visitors while giving LHSC the ability to easily add to and extend the piece after launch."

Kathryn Kozell, Coordinator Quality Initiatives at the LRCP, commented, "During the RFP process, the selection team was impressed with ResIM's patient and family-focused approach, their vision for the project and the collaborative strategies they employed in meeting the needs of our special patient and family population."

ResIM has produced successful virtual experiences for other institutional clients including Trent University. The Trent project was recently recognized with national and international awards and is an example of the quality of creative media and technology at ResIM.

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About LHSC

London Health Sciences Centre has been in the forefront of medicine in Canada for over 130 years and offers the broadest range of specialized clinical services in Ontario. Building on the traditions of its founding hospitals to provide compassionate care in an academic teaching setting, London Health Sciences Centre is home to South Street Hospital, University Hospital, Victoria Hospital and Children's Hospital, two family medical centres, and Lawson Health Research Institute - a joint research initiative with St Joseph's Health Care, London. As a leader in medical discovery and health research, London Health Sciences Centre has a history of over 30 international and national firsts and attracts top clinicians and researchers from around the world. As a regional referral centre, London Health Sciences Centre cares for the most medically complex patients including critically injured adults and children in Southwestern Ontario and beyond. The hospital's 10,000 staff, physicians, students and volunteers provide care for more than one million patient visits a year. For more information visit www.lhsc.on.ca

About ResIM

ResIM is a London, Ontario-based interactive marketing studio providing an exceptional blend of online strategy, web design, web development, and digital marketing services. In a world where everyone seems to be peddling the latest and greatest answers in social, interactive media and technology, ResIM strives to make the process of developing a web platform or program transparent and understandable. The team at ResIM possess a thirst for innovation, collective design experience, and a proven process that works -- the perfect prescription for measurable success. For more information on ResIM, please visit: <http://www.resolutionim.com>.

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